

Work with the best.

# NEWSLETTER 35

March 2015

**PB** SWISS TOOLS

## Dear readers

The decision of the Swiss National Bank (SNB) to cancel the CHF minimum exchange rate for the euro came also a surprise for PB Swiss Tools. The resulting effects for the Swiss export and import are far-reaching. We are preparing ourselves for a demanding recovery that will last several months.

Together with our partners throughout the world, we are defining measures that are tailored to the needs of end customers and that open up perspectives for the trade business. Even in turbulent times, we gain a high degree of attention through attractive innovations!

Successful partnerships are based on reliability and fairness. They exhibit a positive influence when decisions have to be made as a response to an unexpected economic development. We are thankful to our sales partners as well as their customers for the high level of loyalty. We welcome synergies and potentials which are available in the network of PB Swiss Tools customers for a positive development.

A very successful partnership binds us with our longstanding customer Kiichi Tools Ltd. in Japan. This year, we are celebrating our 45th anniversary. Innovation, brand and product promotions are being developed in close teamwork. The result is end customers with a high level of enthusiasm and market penetration. See also the report on the reverse side.

Kind regards,



**Eva Jaisli**

CEO, Chief Executive Officer  
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## BEST QUALITY

The quality of our tools is incomparable. Where other blades are breaking, ours remain flexible and sturdy. With the ergonomically designed handles, we enable safe and fatigue-free working. These advantages and carefully tested production steps allow us to grant a lifetime guarantee\*.

For you as the consumer, this means safety while working and a worthwhile handling of the expenses. So that it can continue in the future, we are investing in research and development. Year after year, 20% of our revenues.

## Work with the best.



Read the story now  
about our quality.

QUALITY HAND TOOLS

## PRODUCT INNOVATIONS 2015



### Parallel pin punch with handle

PB 758 and PB 758 SET

The handle made of high-quality Santoprene® renders working with the new, sheathed parallel pin punch safe and convenient. The shape borrowed from the proven SwissGrip handle provides a comfortable grip, dampens impacts and vibrations onto the hand.



### Cross-handle with lateral drive

PB 1207, PB 1208, PB 1407

The ergonomic 2-component cross-handle with a sheathing made of high-quality Santoprene® fits perfectly in the hand and allows fatigue-free working.

The lateral drive ensures the required force transfer while tightening or loosening the screws.

Color-coded by screw type.



### Sliding cross-handle

PB 1204

Hex screwdriver with sliding cross-handle is perfectly suited for applying high torque.

The movable sliding handle features a limit stop at both ends and always enables the perfect use of this tool for the respective screw operation.



Product innovations



### Stubby bit holder with magazine

PB 8452 M SET 1 and SET 2

Practical: Thanks to the newly developed bit holder and the stubby handle with magnetic holder, the four most important bits are always within reach.

The compact, short handle allows screw operations at places that are difficult to access.



### MecaTorque preset

PB 8313 A, PB 8313 M, PB 8314 M, PB 8324 A

The MecaTorque torque handles with preset trigger value are ideal for all applications with the same torque at all times, such as in chip removal or assembly.

The expanded product range for low to high torque with interchangeable blades or in bit holder versions provides the correct tool for every application.



### Short seal scraper

PB 674.8-50

The new variant with short blade allows a more precise guiding of the tool and increased pressure on the blade.

Additional benefits are improved accessibility in small spaces and less fatigue on the wrist.



### SwissGrip ESD

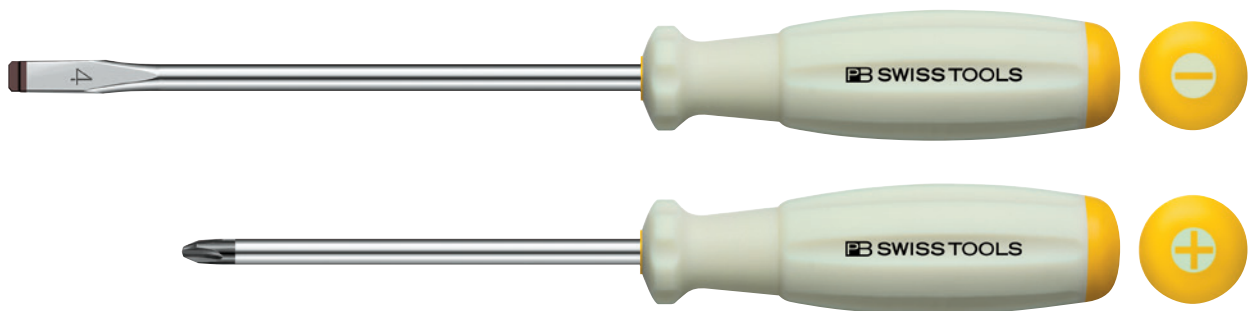
PB 8100 ESD, PB 8190 ESD, PB 8192 ESD, PB 8200 ESD, PB 8200 S ESD, PB 8205 ESD, PB 8206 S ESD, PB 8400 ESD

In response to frequent customer requests, we are expanding our existing ESD line with permanently set blade.

The right screw-fastening tool in the electronics industry, even for difficult application conditions, with adjusted handle ergonomics.



## BEST PRACTICE LUMINOSITY



During the day, this innovation may appear inconspicuous, but in the dark, these two screwdrivers develop their full potential. As soon as the light switch is turned off, these custom-made products amaze anyone. They glow and can easily be discovered. This

Another benefit: The known ergonomic SwissGrip handle enables the known fatigue-free working. Even with wet hands, there is no risk of slipping off thanks to the SwissGrip handle.

The prototype was discussed at the visit of our partner Kiichi Tools, Japan, during a tour of the plant and classified as an innovation: A screwdriver set with fluorescent handles is immediately available for delivery in Japan.

### What exactly is glowing?

After sufficient excitation with natural or artificial light, the afterglow dispersion added to the SwissGrip handle emits light in the darkness. The activation can be repeated any number of times without any loss of afterglow power.

We use an afterglow dispersion that is based on a water-dilutable dispersion. It is poison class-free.



situation is all too familiar to many of us: Work in the shop is done, but one single tool can absolutely no longer be located. With the new Phosphorescence SwissGrip screwdrivers, locating them is now the easiest thing in the world. Briefly turn off the light and at a single glance, the screwdriver is immediately visible glowing in the dark.

Two strong companies celebrate their 45 years of successful collaboration.  
Sales partner Kiichi Tools Ltd., Japan.

For more information: [www.kiichi.co.jp](http://www.kiichi.co.jp)

